

City of Biddeford

Climate Change task Force

March 27, 2023 6:00 PM Council Chambers & Zoom

***<https://biddeford.zoom.us/j/96264262507?pwd=MGIhbjZLVmRsSmtGRE9oTUFWs0xzQT09> Webinar ID 962 6426 2507;
Passcode 488497***

1. Member Attendance

- Brad, Steve, Bev, Max, Jacob, Tim
- Meeting commenced at 6:03 pm

2. Guest Recognition & Presentations

Carol Morris and Zoe Miller, of Morris Communications, attended in person to define engagement activity support moving forward. “What needs to happen now to create the plan?”

- Carol proposed 3 major marching orders for Morris Communications and the Task Force:
 - Building awareness through surveys and informational materials
 - Engaging the community through public events
 - Developing focused outreach strategies to make sure all community members are heard
- Building awareness: Morris communications will develop surveys to gain public perception and informational videos to raise interest in the Climate action plan
 - Carol suggests using Survey Monkey, because it has the most accessible interface (easy to make translations, user friendly screen for vision-impaired participants, etc.)
- Engaging the community: Zoe suggests a charette-style event with a strategy wall; a physical space in a downtown location offering two days for people to participate whenever they can
 - Max suggests trying to hold this during a pre-existing event, like Fringe Fest
 - Tim suggests trying to host multiple, smaller strategy wall sessions, since there aren't any relevant multi-day events we could easily take part in
- Focused outreach strategies: Zoe suggests community panels or focus groups to let us get direct, unbiased input from groups that aren't heard as often
 - Selecting a small group of volunteers lets us pick a time that works with them, and provide stipends to compensate them for their time
 - The outreach subcommittee already presents to organizations in Biddeford on the climate action plan, so they can work with Morris Communications to reach less represented groups in the community
- Carol asked what challenges the task force faces
 - The Task Force has limited social media outreach. We post on Facebook and Instagram, and rely on local businesses to spread the word through their presence
 - It's difficult to access people who can't go to weeknight meetings
 - The Task Force is spread thin, and has little capacity to staff multiple meetings and events
- Carol and Zoe will join the Outreach subcommittee next Monday at 10 am to further discuss messaging

3. Adjustments to the Agenda

4. Staff Liaison Business

- Tom Herrod has left ICLEI and will no longer be the BCTF's point of contact
- An introductory meeting with Kale Roberts, the Task Force's new contact, is scheduled for May 8th

5. Approval of Meeting Minutes

6. Old Business and Discussions

- Community Outreach subcommittee report-out:
 - The subcommittee will meet with Carol and Zoe on Monday, April 3rd, at 10 am
 - Steve attended the Earth Day meeting and sent notes with his comments to task force members

- The Pollinator Festival is Saturday, May 21st. The Task Force plans on tabling there
- ICLEI/Race to Zero
 - The meeting with Gail Wilkerson to discuss high impact actions is moved back to April 24th to prioritize work on the vulnerability assessment
 - Max suggested the strategy should be something to do with municipal solar production (rooftops, arrays, etc.)
 - Brad will start looking at current city ordinances to see what revision is needed to allow municipal solar installations
- PhotoVoice
 - Photovoice deadline moved to April 10th due to lack of submissions
 - Brad asked all members of the Task Force to spread the word on Photovoice and post a picture if they haven't yet
- Draft Vulnerability Assessment
 - The Task Force will suggest meeting with Karina Graeter on April 13th to go over vulnerability assessment
 - Steve urged everyone provide their input on the assessment so he and Brad can send it to SMPDC
 - General consensus on assessment: very well-researched, but not very reader friendly. Very little emphasis on social vulnerabilities and impacts to community assets

Adjourned at 8:11 pm